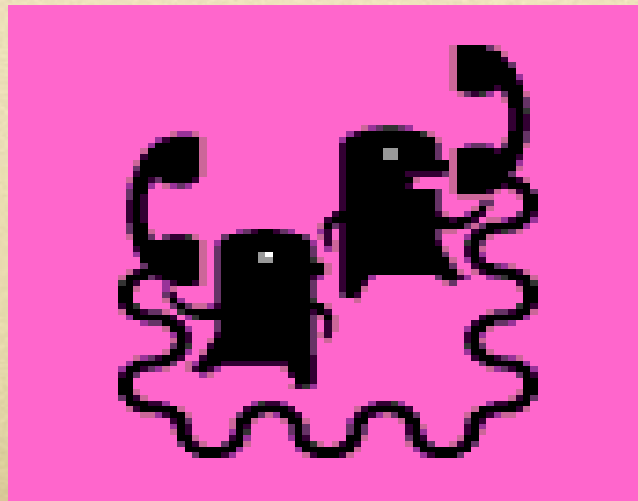


Health Club University Day 1

WELCOME

The Meeting Has Started

**Please Turn Off
or
Silence Your Cell Phone**



Three Keys To Enhance Your Success in Operating your Health Club



First Key

To Enhance Your Success...

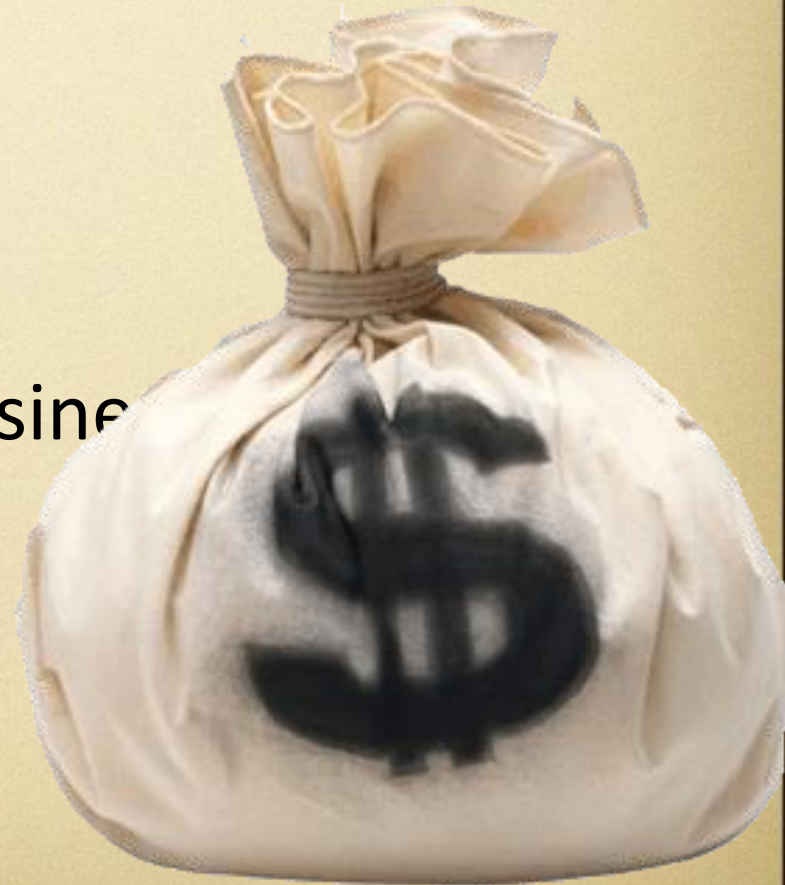


- **Marketing & Advertising**
HOW?

BY PROSPECTING

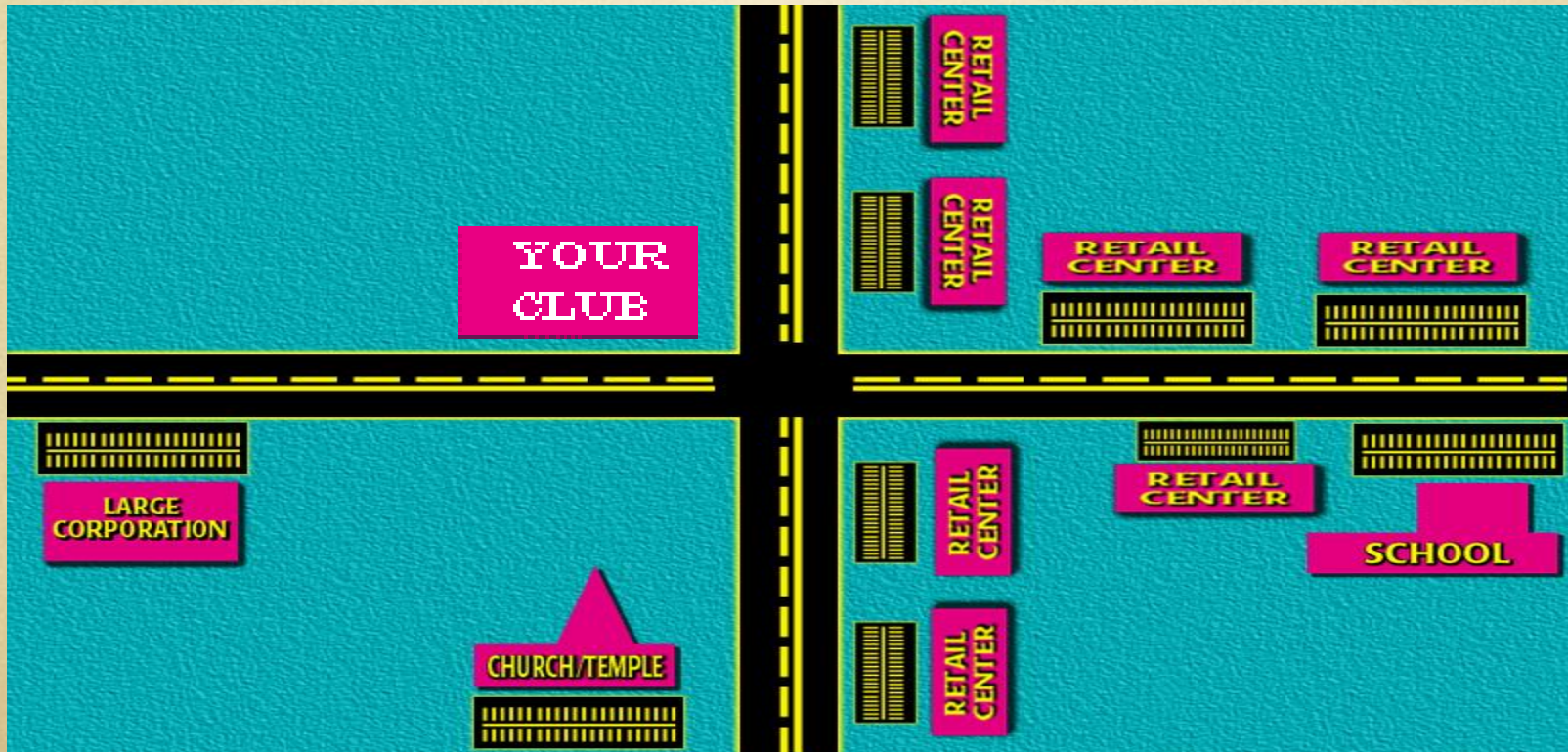
Social Media

- Post Cards
- Events
- Newspaper Advertising
- Flyers/Door Knob Hangers
- Networking/Business to Business
- Corporate Programs
- V.I.P. Cards
- Basic Networking
- Radio/TV

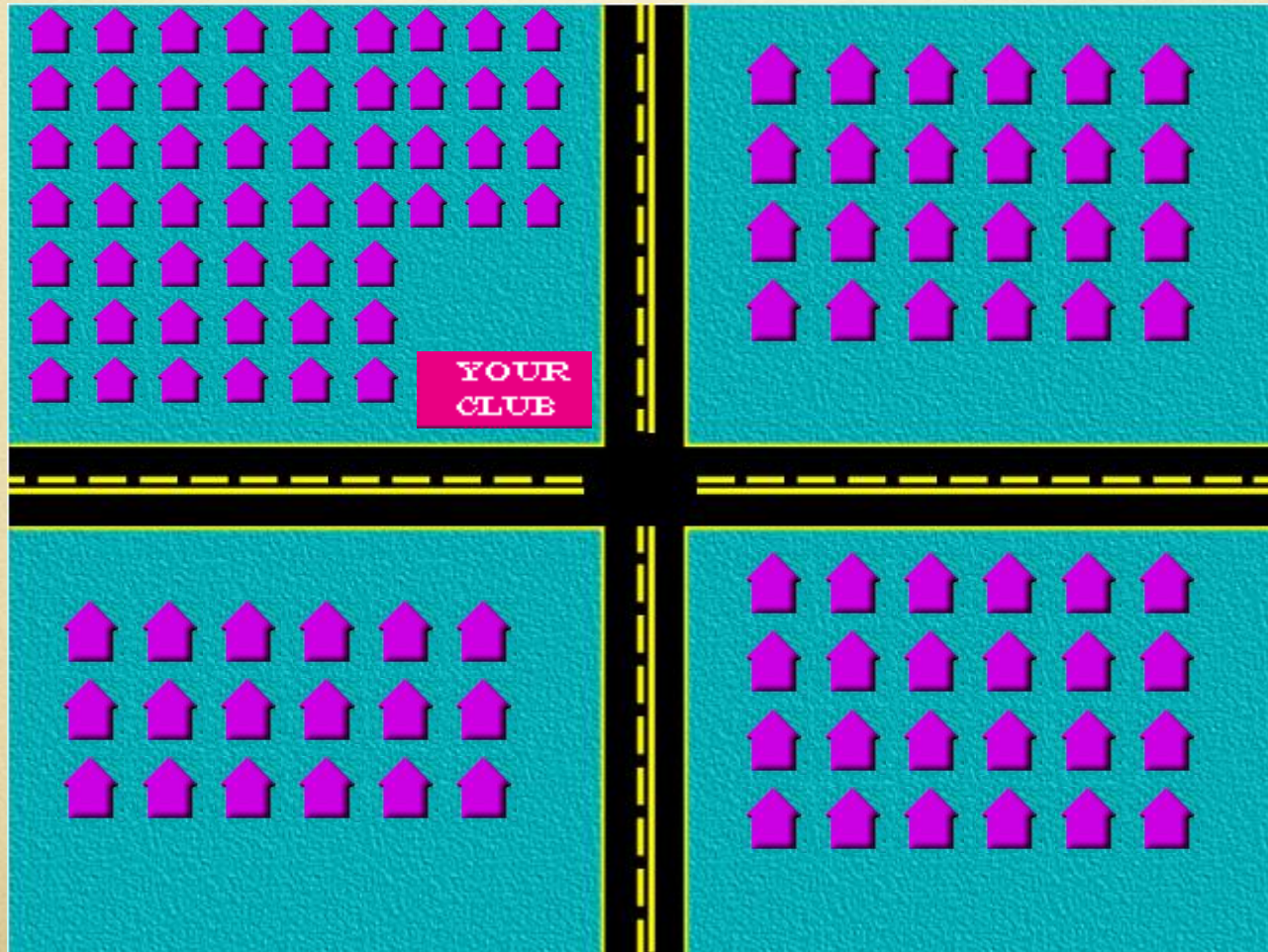


BY MARKETING COMMERCIAL

Large Corporations— Schools – Churches – Parking
Lots
Hospitals/Nurses Dr's Offices – Retail Center



BY MARKETING RESIDENTIAL



Second Key

To Enhance Your Success...

Must Sell!

1. Memberships
2. Personal Training
3. Other Upsells: Tanning, Functional Training, Family Members, Spinning, Classes, Child Care



Third Key

To Enhance Your Success...



Service With A Purpose...
“To Build A Referral System”

Educate Yourself... “Today & Everyday”

- Prospecting
- Presenting
- Closing
- Booking Phone



Reservations (Appointments)

- Shows
- Service With A Purpose (to build a referral system)

No Time For Stuff

The Three Keys To Building Your Business
is a full time job!

- *Advertise/Prospect*
- *Sell*
- *Service with a Purpose*



The Other Stuff Will Not Make You Money!

**Following the Three Keys...
Will Put you on the Road to
Success...**





**Greeting,
Guest Needs Analysis,
Role Play**

Greeting

- **Welcome**
 - Come From Behind
Counter/Desk/Workout Floor
 - Introduce Yourself/Ask Their Name
 - Shake Their Hand
 - Compliment



Greeting

- **Guest Register**

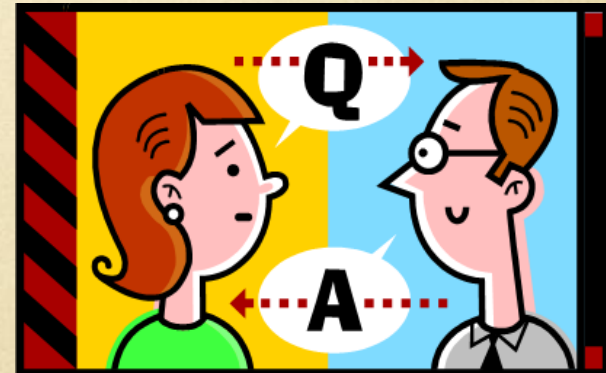
- You Fill in Information
- Have Them Sign
- Release of Liability



- **Present Guest Needs Analysis/ Have Guest fill out**

Guest Needs Analysis

- Gathering Information: Results Wanted/Other Needs and Desires.
- Helps Overcoming Objections
- Builds Rapport
- Build Trust
 - Smile
 - Use Guests Name Often
 - Be Sincere And Show Interest



Guest Needs Analysis

- Allow Guest To Talk Freely
- Creates Comfortable Setting
- Ask Questions That Get A Yes



Guest Needs Analysis

- **Listen**
- Listen For Valuable Information
Take In Information
 - Guest Feels You Are Listening, You Care



Guest Needs Analysis

- **Information Gathering Tool**
 - Important Sale Tool
 - Get Guest Comfortable Talking
 - Remember: It's About Them

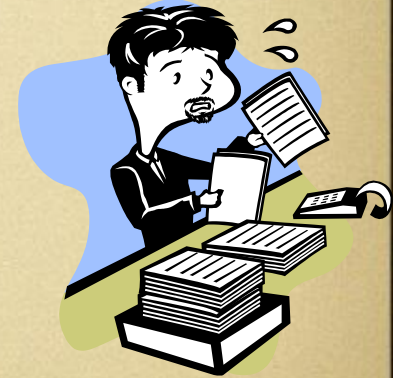


Guest Needs Analysis

- **Breakdown of Guest Needs Analysis**

Employer

- Address
 - Convenient /Home or Work
- Occupation



Guest Needs Analysis

- **Fitness History/Background**

- Member?

- If Yes.....

- If No..... “Why Now?”

- Does He/She Have the Time, Desire, Money?

- Results

- NOW!



Guest Needs Analysis

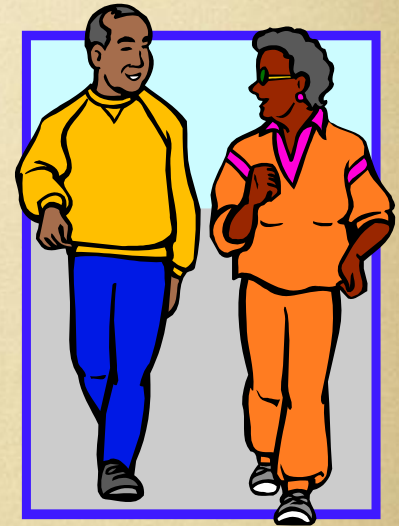
- **Personal Goals**
 - Find a Need
 - Turn it into a Want
- **Family Members**
 - Spouse
 - Family Add-on
- **Health History**
 - Doctor

**Club Tour
Presentation Book
Prospecting
Buddy System**



Tour

- **Walk Slowly With Guest Needs Analysis**
- **Walk Side by Side**
- **Show Member Testimonials**



Tour

- **Introduce to a Member**
- **Try 2 Pieces of Equipment**
- **Move to the Sales Desk**
 - You Lead
 - Sit to the right or left of prospect
 - Use Presentation Book



Tour

- **By skipping any part of the sales process you decrease your chances of selling the membership.**
 - Greeting
 - Guest Needs Analysis
 - Tour
 - Presentation



Presentation Book





Lunch

12:30 – 1:30

Overcoming Objections



Overcoming Objections

- **Be Prepared– They're Coming!**
 - You Shouldn't Be Surprised
- **Very Few Real Objections**
 - Used as a Smoke Screen
 - Requires Quick Thinking
 - Fast, Direct Responses
 - You Become a Problem Solver

Overcoming Objections

Remember:

The Guest came into your club, there must be a want or a need.

Most objections are merely an effort from the Guest to receive positive reinforcement that investment in time and money is the right choice.

Overcoming Objections

- **Best Time To Overcome Objections**
 - Before They Ever Start
- **Objections At End Of Presentation**
 - Excuses
- **Never Argue Or Interrupt**

Overcoming Objections

First Objection – Not True Objection

- Deft Ear
- Go Back to presentation talk about something you have not talked about than go back to the close. Which membership would be best for you, this one or our Most Popular Program?

Overcoming Objections

Objections

- I want to think about it
- I want to talk to my husband
- I don't want to sign for a year
- I can't afford it
- I want to check out other clubs

Overcoming Objections

Remember:

- When you hear the word “No”- it means No I don’t have enough information “yet” or you haven’t answered the question up to that point.
- Answer the question and ask for the sale.

Role Playing



Telephone Presentation





Telephone Presentation

Every Call is Money! \$\$\$\$\$\$\$\$\$\$

- **Master The Phone**
- **Use a Script For All Calls**
 - Post Card, Flyer, Missed Guest, Referral, Lead Box or other.



Telephone Presentation

Be Prepared

- Follow Scripts In Front Of You
- Answer By 3rd Ring
- On Hold No Longer Than 10 Seconds
- Do Not Be Disturbed





Telephone Presentation

Be Enthusiastic and Smile

- Be Expressive/Excited
- Courtesy and Confidence
- Make Caller Feel Comfortable
- Speak Clearly-Pause
- They Will Come In Because Of You





Telephone Presentation

- **Use Caller's Name Often**
- **Keep On Positive Terms**
 - Even If Missed Reservation
 - Never Bad Mouth Competition
- **Listen, Listen, Listen**
 - Reason For 2 Ears And 1 Mouth





Telephone Presentation

- **Set Reservation Today or Tomorrow**
 - They Are Excited NOW
 - Create Urgency
 - Longer Time, Less Excitement
 - Decreased Chance of No Show



Telephone Presentation

- **NEVER**
 - Never.....Give Out Prices
 - Why Should They Come In?
- **Role Play**
 - Practice Makes Perfect





Telephone Presentation

Phase 1

- Take Control of the Conversation
 - Ask a Question

Phase 2

- Give Reservation # and What It Means

Phase 3

- Referrals

Phase 4

- Location



Phone Tips!

- Be Prepared
 - Phone Scripts
 - Reservation Log
 - Pen/Pencil
- Role Play/Practice
- Be Professional





Questions...

- What is the Only Objective on a Call?
- How Do You Take Control?
- Why Should You Give a Reservation #?
- What Information Do You Need to Get?
- How Do You Close the Call?

Telephone Role Playing



Thank You for Attending.

See You Tomorrow



Thank You
Thank You
Thank You!!!!